

The coming fiscal year will represent the second year of the HKTDC's current three-year plan, which covers the period from 2008/09 to 2010/11.

Our objectives for 2009/10 remain consistent with those set out in the previous year. They are:

- Strengthening Hong Kong's role as Asia's international business platform
- Championing the quality, creativity and sophistication of Hong Kong's service and manufacturing companies
- Enhancing the HKTDC's value as an active resource centre and partner of SMEs in meeting tomorrow's challenges

In striving to achieve these objectives, the Council is focused on developing the Chinese mainland market for Hong Kong brands, bringing Hong Kong products to promising emerging markets and promoting Hong Kong services at home and abroad.

The HKTDC will also realign its internal resources as necessary to best meet customer requirements in the wake of current economic challenges, and support Hong Kong companies in moving up the economic value chain.

未來一年是香港貿發局三年計劃的第二年，三年計劃由2008/09至2010/11年度止。

我們於2009/10年度的目標與去年相同，主要有：

- 強化香港作為亞洲區內國際商貿平台的角色
- 積極推廣香港服務及製造企業的品质、創意及水平
- 不斷求進，繼續努力作為支援中小企的資源中心和夥伴，為他們提供高增值服務，以迎接未來的挑戰。

在努力達成以上目標的同時，貿發局特別致力為香港品牌開發中國內地市場，把香港產品推廣至具潛力的新興市場，並於本地及海外推廣香港的服務業。

在當前充滿挑戰的經濟環境下，香港貿發局將按需要重整內部資源，以盡力滿足客戶的需要，並支持香港企業攀上價值鏈更高的位置。